

The hole truth.



Want to know the truth  
behind Parliament Lights great  
taste?

It's the hole behind our  
cigarette.

That quarter-inch of nothing  
keeps your lips from touching  
the tar that builds up on the  
filter.

Flash filters can't do that.  
Which is why Parliament  
Lights are so tastefully light.  
And that's the truth. The  
hole truth. And a quarter-inch of  
nothing but.

Only Parliament Lights has  
the famous recessed filter.



Available in  
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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Kings: 9 mg "tar," 0.6 mg nicotine—100's; 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec '91.

